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MORE MILK FOR MORE CHILDREN



1. These kindergarten pupils are getting an extra half pint of milk, in the middle of the afternoon session. N13837.



2. Second graders line up to get their bottles of milk, fresh out of the refrigerator. N13848.

School children all over the country are drinking more milk this year — because of the new Special School Milk Program.

These pictures of the program in operation (made in Wisconsin — first State to come into the program) show its hearty reception by the children. They indicate some of the increases in milk consumption that have already resulted, and some of the program's potential for the future.



3. Sixth grade students pick up milk — drawn in individual cups from dispensing machines — to go with their lunch. N13854.



4. High school students get bottles of milk to go with their lunch — many of them getting a double portion under the Special School Milk Program. N13833.



5. Boys of this age enjoy more than the customary half pint of milk. Many drink two bottles — some even three! N13831

The Special School Milk Program was developed by the U. S. Department of Agriculture for this school year and next to increase milk consumption.

It is administered nationally by USDA's Agricultural Marketing Service; and, in the States, by State educational agencies.



6. Plenty of milk with these lunches — dispensed from the two machines in the rear. One refrigerated dispenser is operated by high school girls, serving milk to go with the lunches. N13858



7. And this other machine is for "seconds". Each student leaves a penny, and draws his own cup of milk. N13859



8. Third graders drink mid-morning milk at their desks. N13849



9. Milk made available under the Special School Milk Program is a welcome addition to the lunches these first and second graders have brought from home. N13826



10. These kindergarten children get their milk — served with graham crackers — in the afternoon. N13838

Schools taking part in the Special School Milk Program are taking full advantage of its opportunities by serving milk in many ways, at many times of the day.

Many schools are offering more than the usual half pint of milk with lunch, some by using containers of larger capacity. Others are also establishing new recess servings. Still others are making milk available throughout the day, some using vending and dispensing machines for the purpose.

Others serve milk as soon as the children arrive in the morning. A popular cold-weather version is to serve hot chocolate — made from fluid whole milk — when the children arrive, giving them a welcome lift before classes start.

The new program is also stimulating renewed efforts by local groups to insure that all schools have access to a supply of fluid whole milk. Many schools which previously had been unable to arrange a milk supply are now getting regular deliveries.





11. These youngsters get their mid-morning milk from a refrigerated dispenser — which makes milk available to them throughout the day. N13867



12. Milk deliveries to schools indicate how successfully the Special School Milk Program has boosted consumption. Stack of seven cases at left represents average daily deliveries last year; four additional cases at right represent the increase this year — a gain of 57 percent over last year. N13841



13. Here, an even more impressive increase: Group of cases and cans at left represents this year's delivery of 1300 half pints — more than three times as large as last year's average daily delivery of 416 half pints, represented at right. N13843



14. Children point to milk's place in the "Basic Seven" foods. The Special School Milk Program is helping build the health and well-being of young Americans by introducing more of them to the benefits, and the pleasures, of drinking more milk — the most nearly perfect of all foods. N13830

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